

April 2017

JNLR – Sales House Report – 2017-1

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Note to the Reader ...

The following charts outline Weekly Reach and 7am-7pm (PT) share for April 2016 to March 2017 (2017-1), across key demographics.

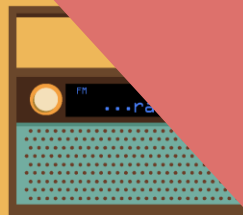
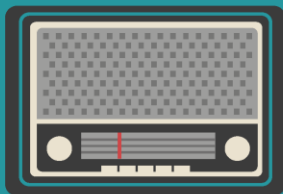
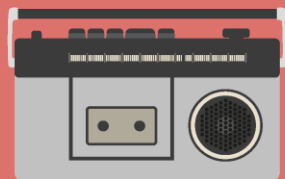
Reach data is compared to the same time period last year (2016-1).

Definitions:

HKWK is defined as Housekeeper with dependent children (any age)

Universe estimates and sample size – refer to 2017-1 data

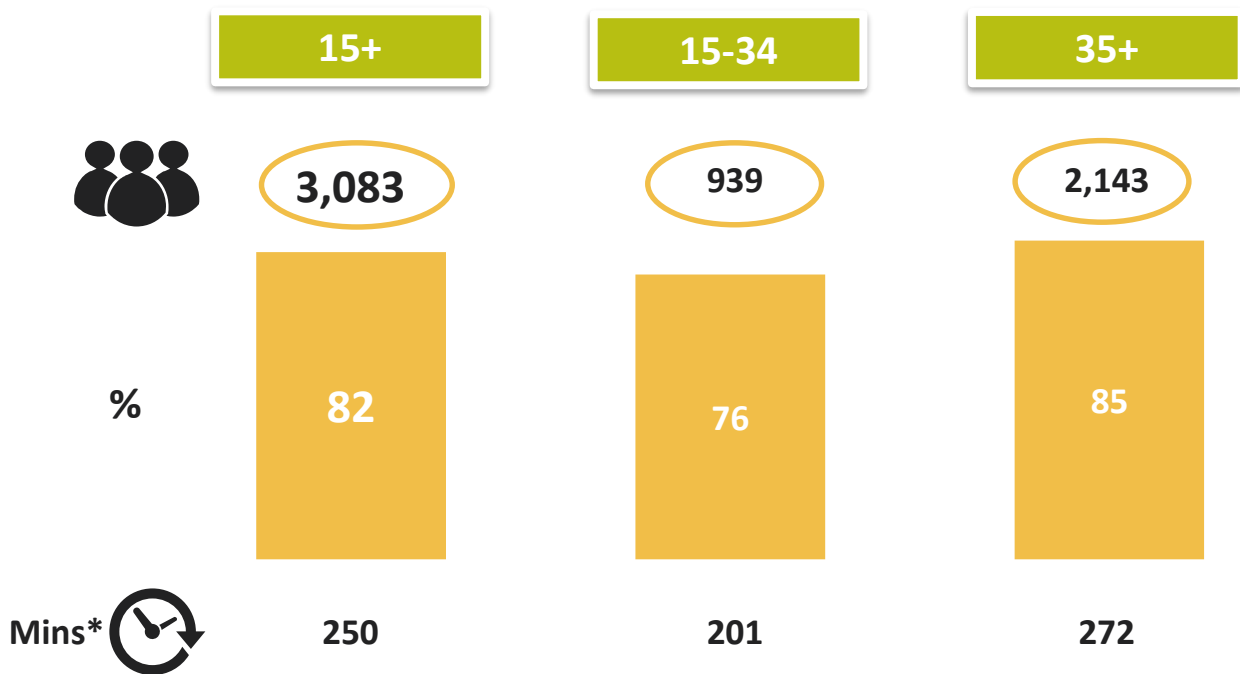
See Appendix for Sales house composition



RADIO TODAY

MORE THAN 3 MILLION IRISH ADULTS LISTEN TO RADIO ON AN AVERAGE DAY – ALMOST 1 MILLION 15-34 YEAR OLDS

Radio Today



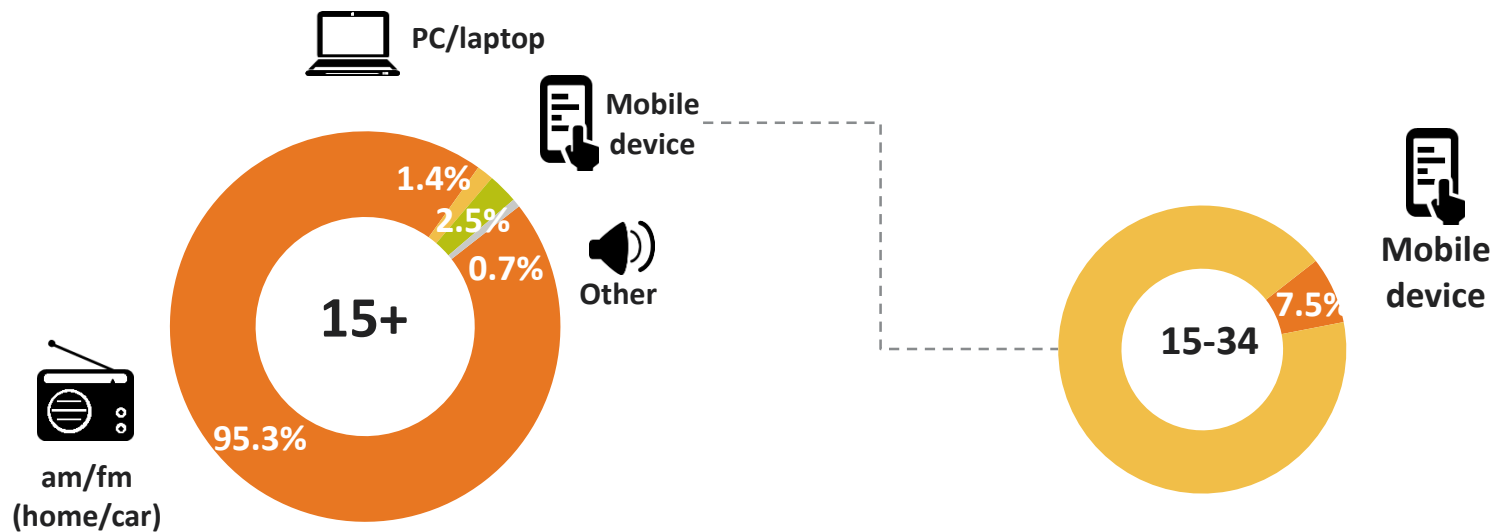
*On average
listeners tune
into 1.6 radio
stations daily*

Source: JNLR National Report 2017-1

* Average time spent among listeners 7am-midnight

MOST LISTENING HAPPENS ON THE AM/FM RADIO

Radio Today

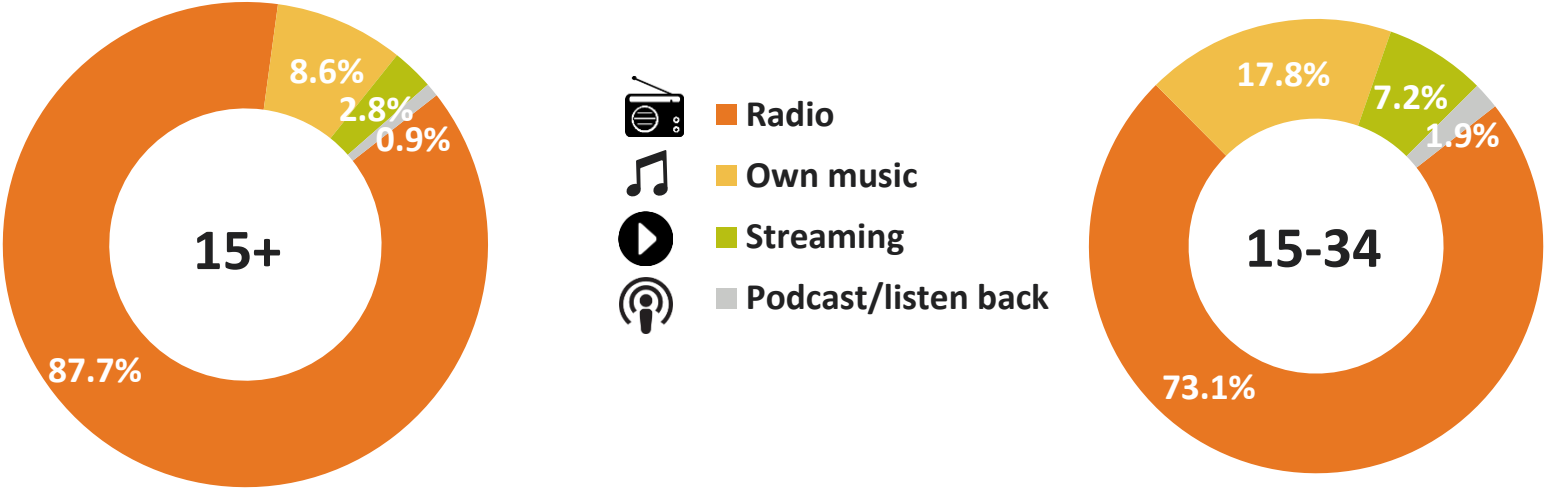


Source: JNLR Platform Data 2017-1

* Based on share of minutes 7am-midnight, to Irish stations

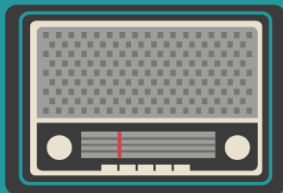
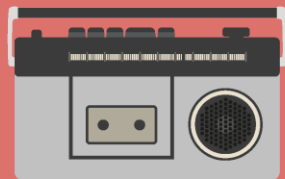
RADIO – THE BIGGEST SHARE OF ALL OUR AUDIO LISTENING

Radio Today



Source: JNLR Media & Platform Report 2016-4 – Next update July 2017

* Based on share of estimated time spent



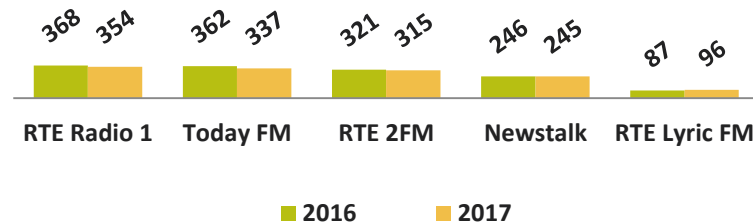
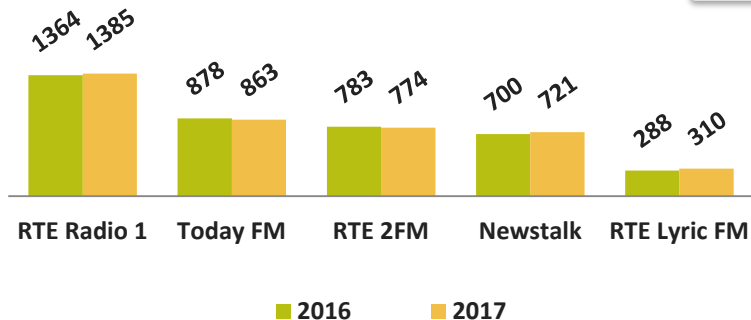
NATIONAL

Weekly Reach – National & National Sales Houses

All Adults 000's

National Stations

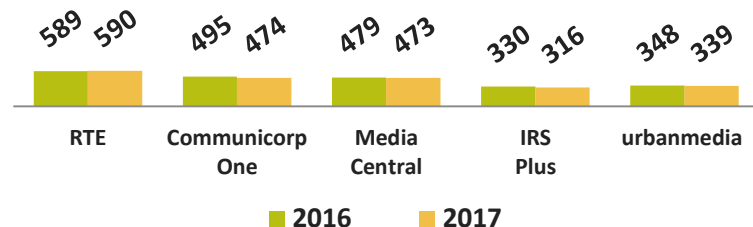
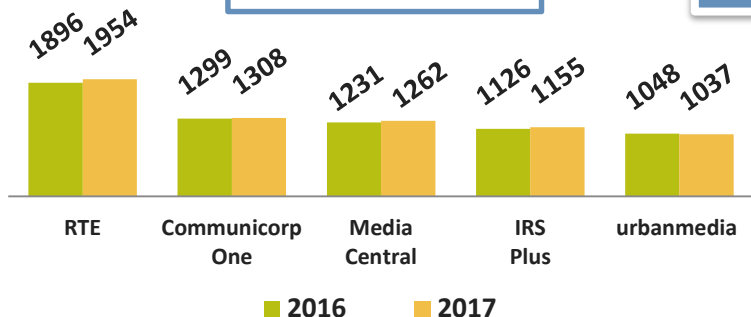
HKWK 000's



All Adults 000's

Sales Houses

HKWK 000's



Universe: 3,755
Sample: 12,477

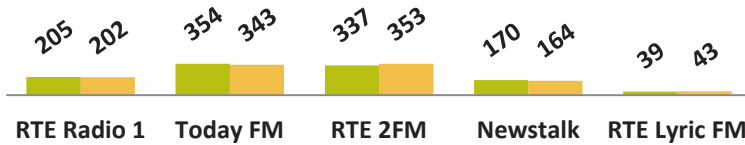
Universe: 1,156
Sample: 3,791

Weekly Reach – National & National Sales Houses

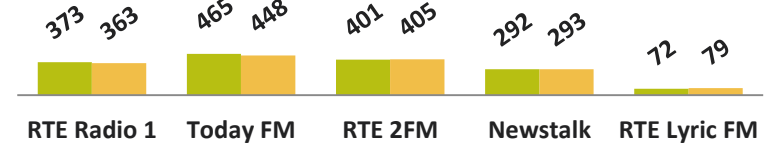
15-34 000's

National Stations

25-44 000's



2016 2017

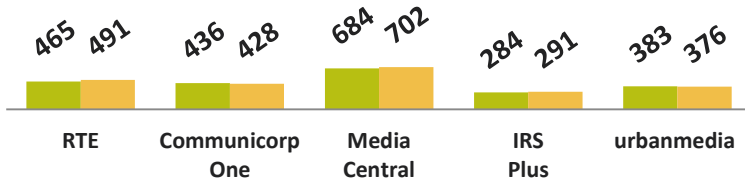


2016 2017

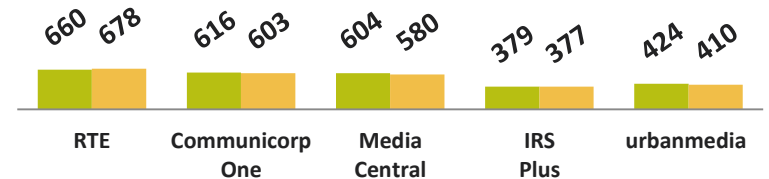
15-34 000's

Sales Houses

25-44 000's



2016 2017



2016 2017

Universe: 1,236
Sample: 4,332

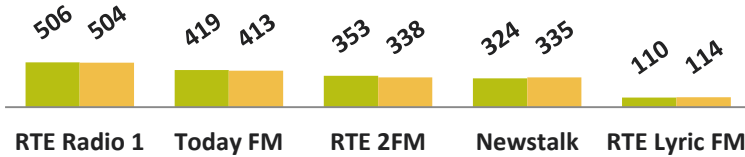
Universe: 1,405
Sample: 4,771

Weekly Reach – National & National Sales Houses

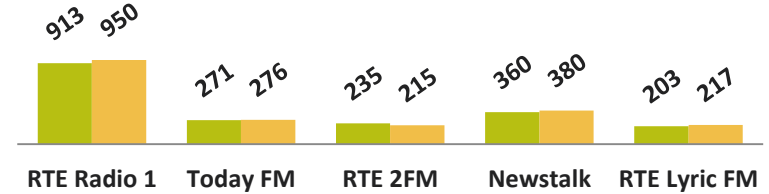
35-54 000's

National Stations

45+ 000's



2016 2017

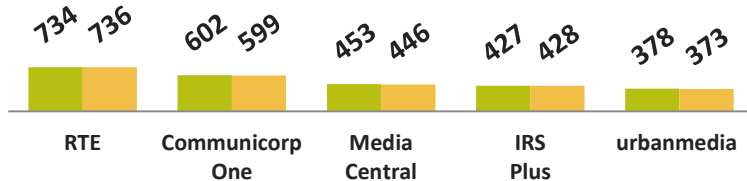


2016 2017

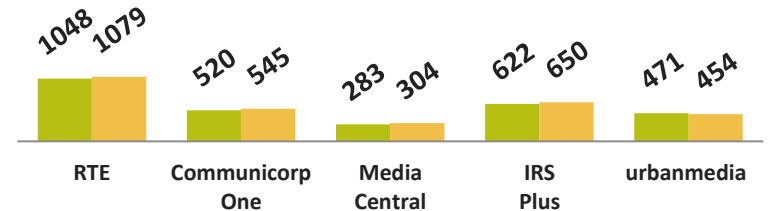
35-54 000's

Sales Houses

45+ 000's



2016 2017



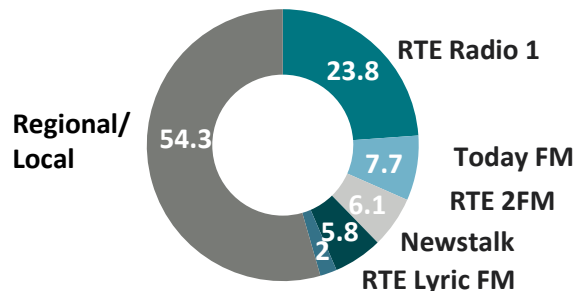
2016 2017

Universe: 1,372
Sample: 4,226

Universe: 1,773
Sample: 5,746

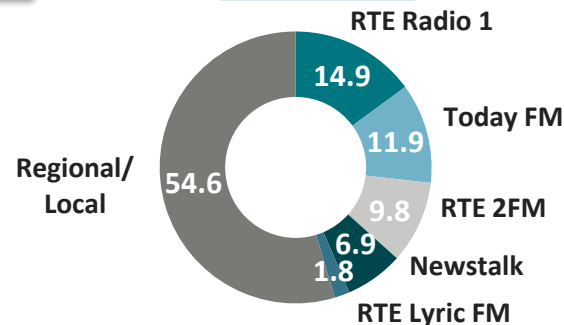
PT Market Share National & Sales Houses

All Adults %

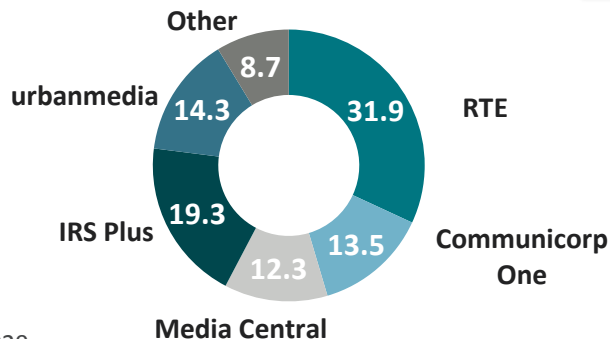


National Stations

HKWK %

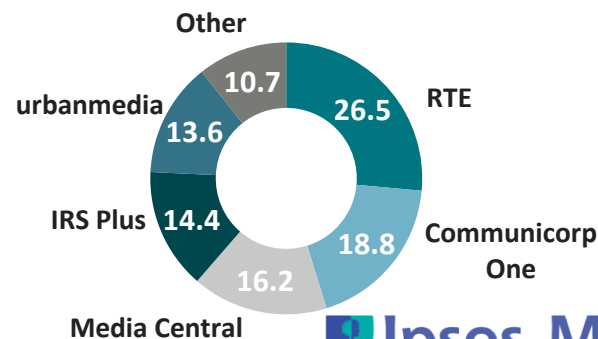


All Adults %



Sales Houses

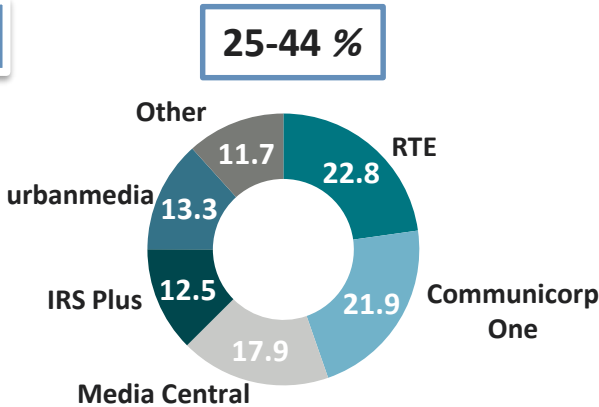
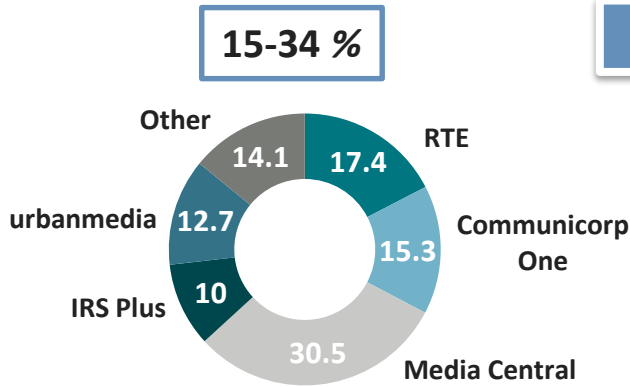
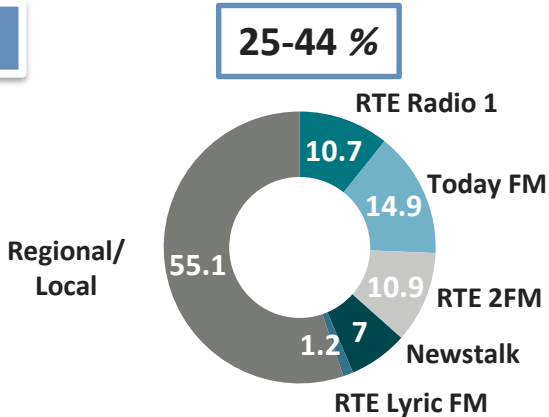
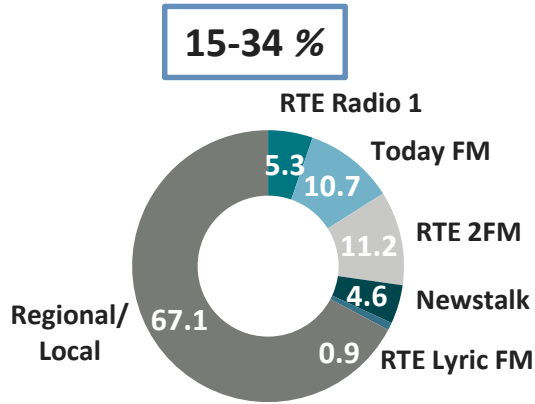
HKWK %



Sample: 10,029

Sample: 3,045

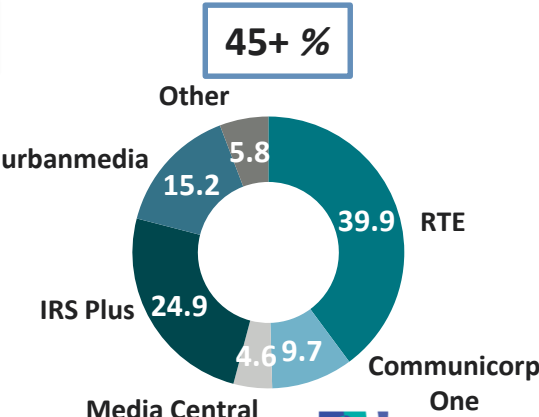
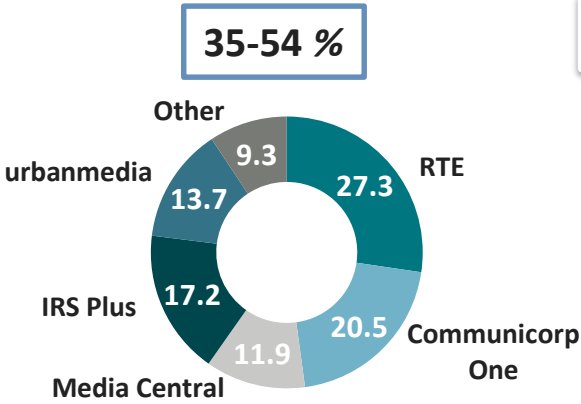
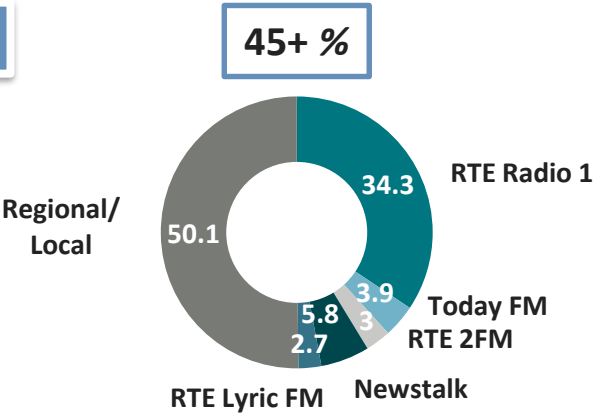
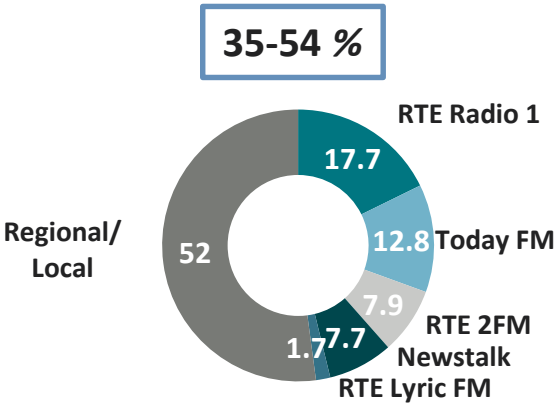
PT Market Share National & Sales Houses



Sample: 3,220

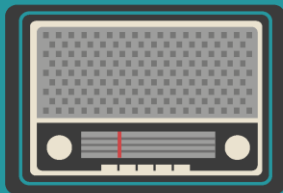
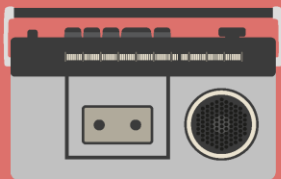
Sample: 3,712

PT Market Share National & Sales Houses



Sample: 3,439

Sample: 4,884



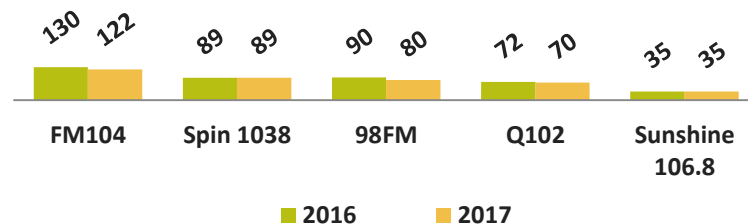
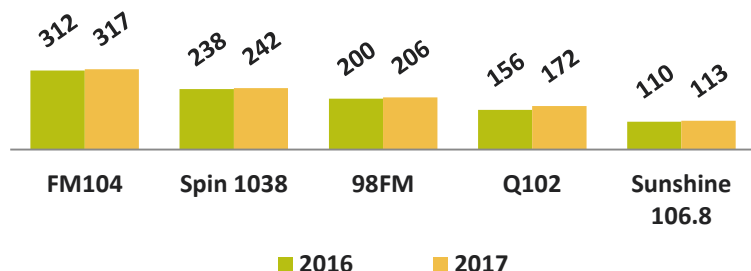
DUBLIN

Weekly Reach – Dublin & Dublin Sales Houses

All Adults 000's

Dublin Stations

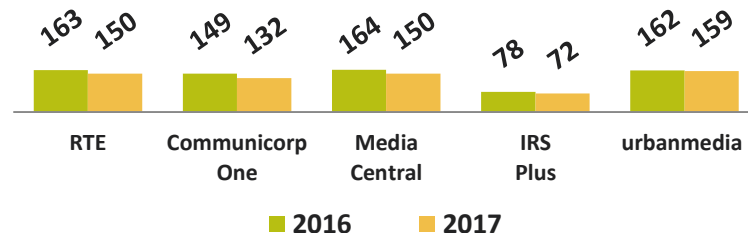
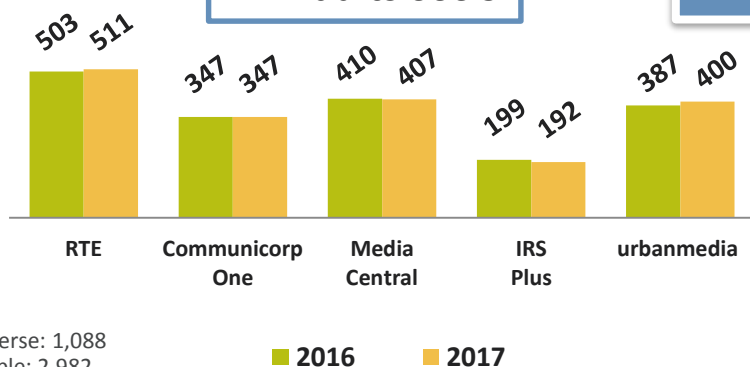
HKWK 000's



All Adults 000's

Sales Houses

HKWK 000's



Universe: 1,088
Sample: 2,982

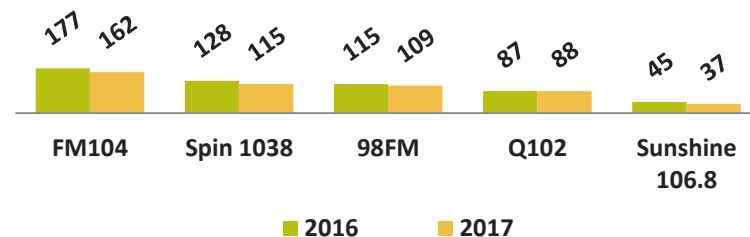
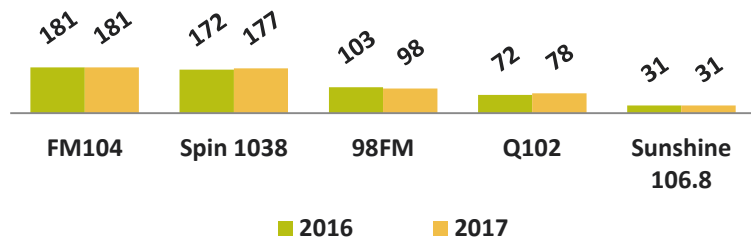
Universe: 362
Sample: 973

Weekly Reach – Dublin & Dublin Sales Houses

15-34 000's

Dublin Stations

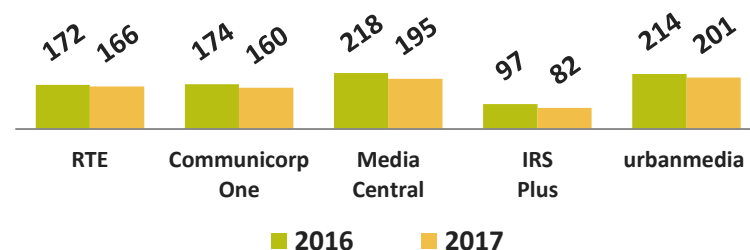
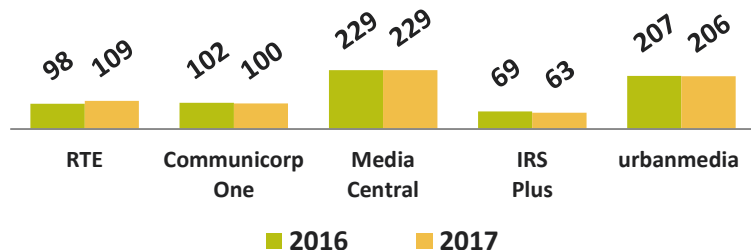
25-44 000's



15-34 000's

Sales Houses

25-44 000's



Universe: 406
Sample: 1,030

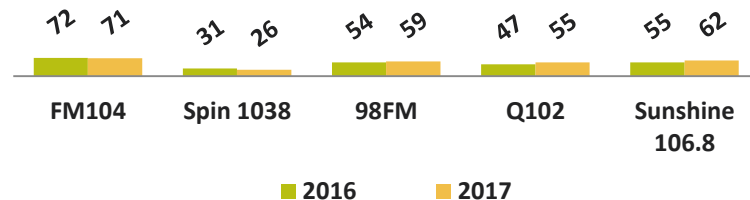
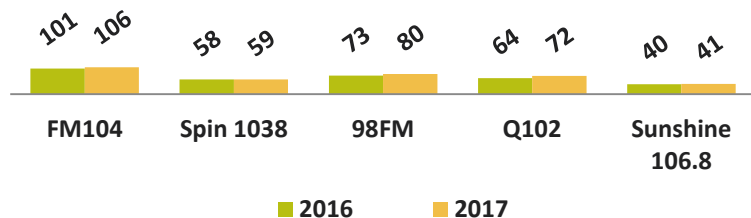
Universe: 456
Sample: 1,225

Weekly Reach – Dublin & Dublin Sales Houses

35-54 000's

Dublin Stations

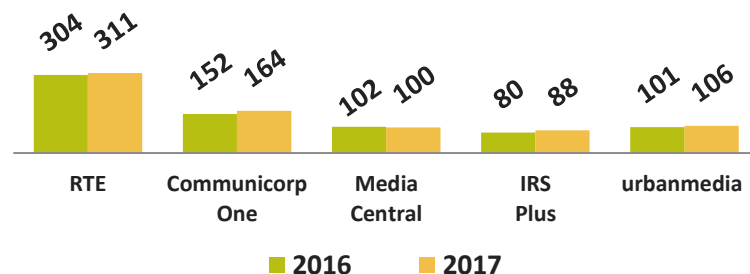
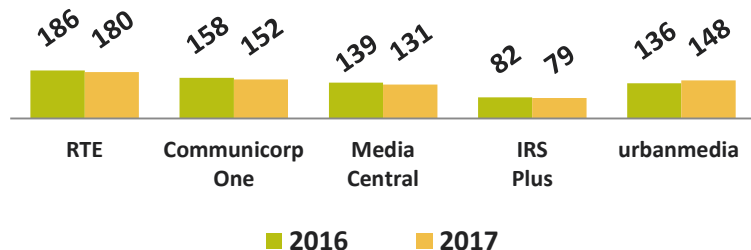
45+ 000's



35-54 000's

Sales Houses

45+ 000's

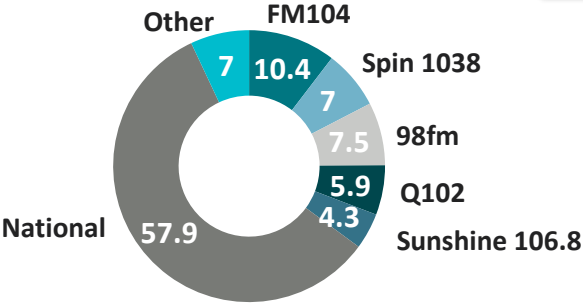


Universe: 386
Sample: 1,040

Universe: 461
Sample: 1,364

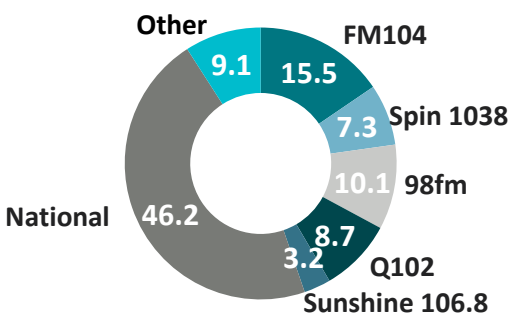
PT Market Share Dublin & Sales Houses

All Adults %

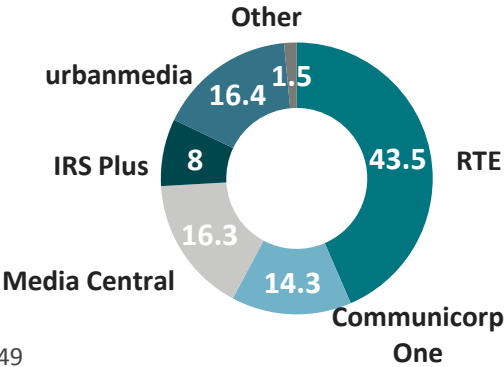


Dublin Stations

HKWK %

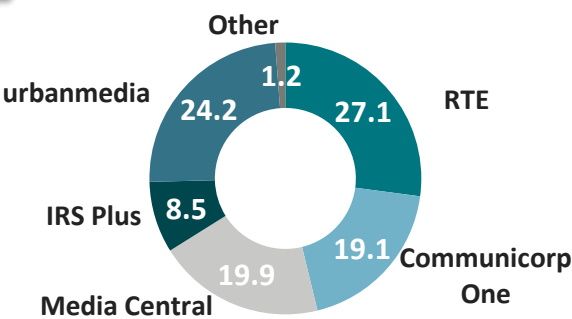


All Adults %



Sales Houses

HKWK %

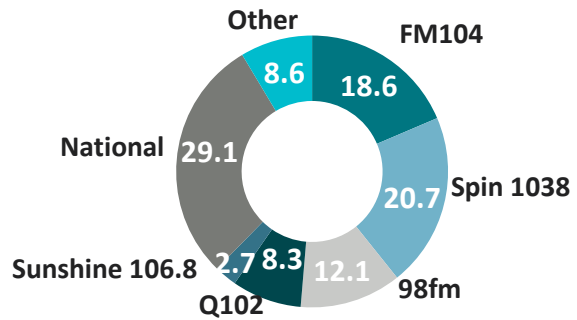


Sample: 2,149

Sample: 710

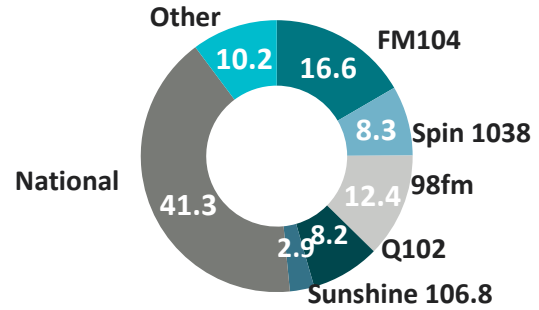
PT Market Share Dublin & Sales Houses

15-34 %

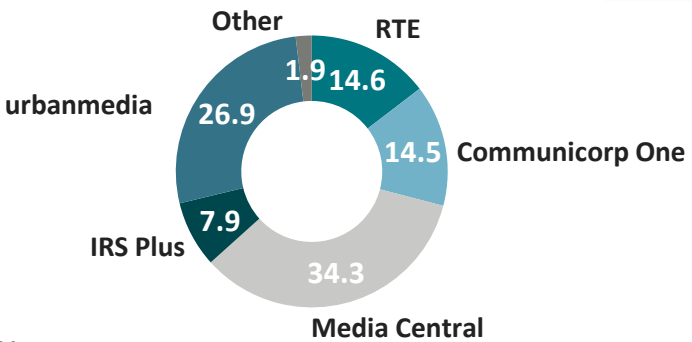


Dublin Stations

25-44 %

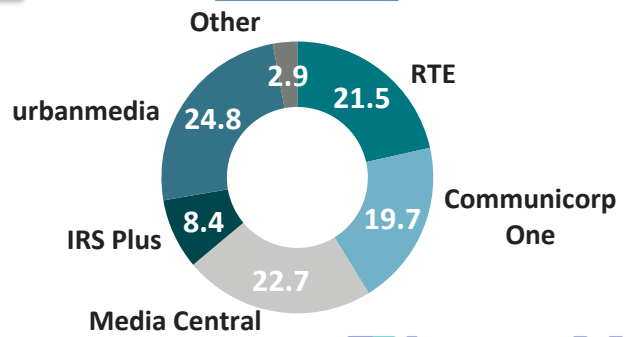


15-34 %



Sales Houses

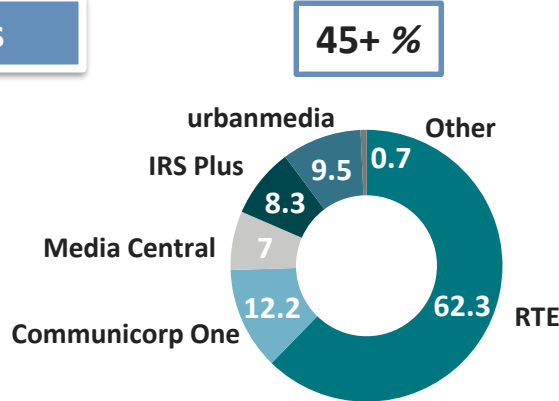
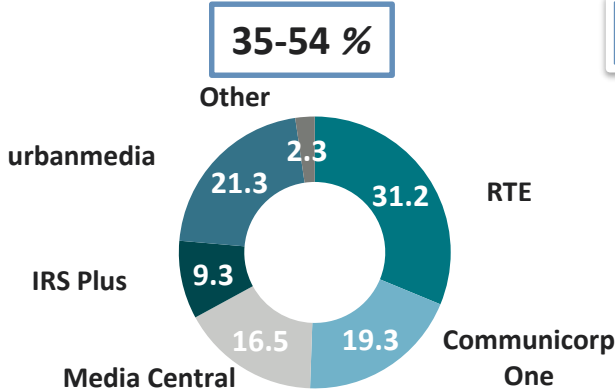
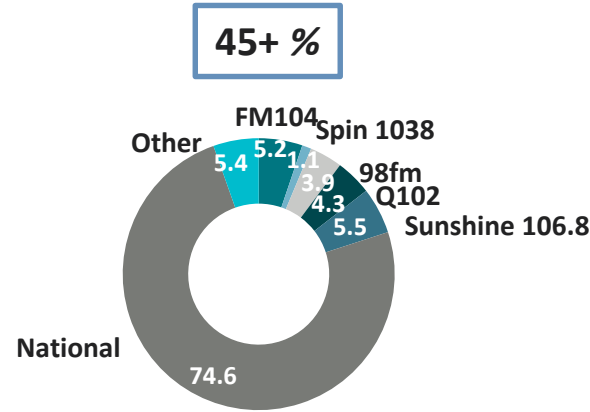
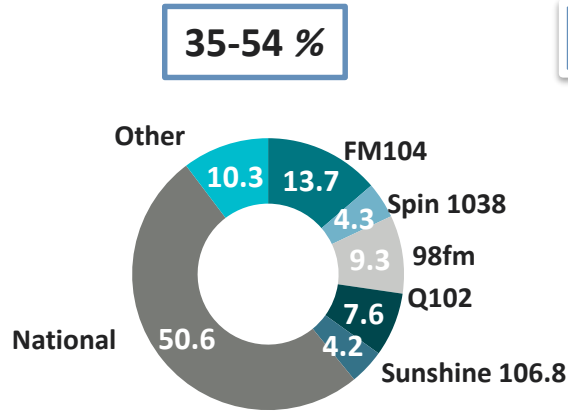
25-44 %

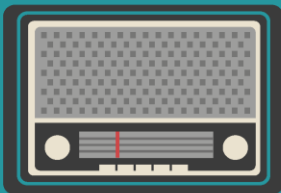
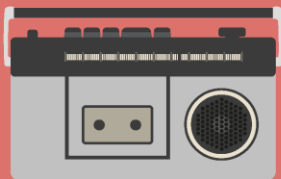


Sample: 654

Sample: 836

PT Market Share Dublin & Sales Houses





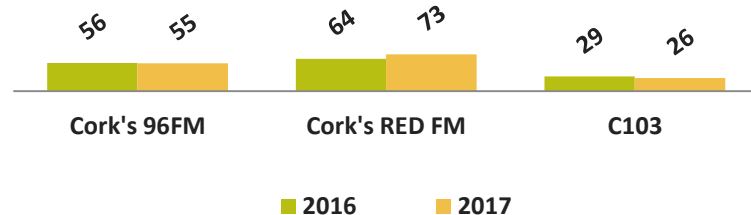
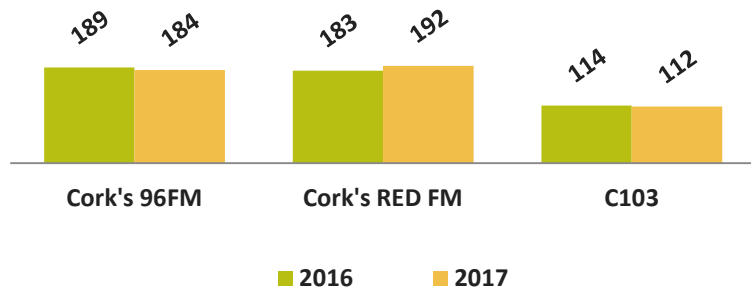
CORK

Weekly Reach – Cork & Cork Sales Houses

All Adults 000's

Cork Stations

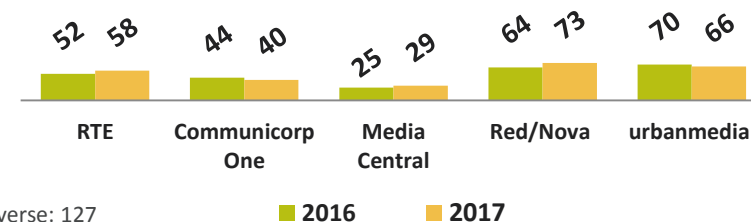
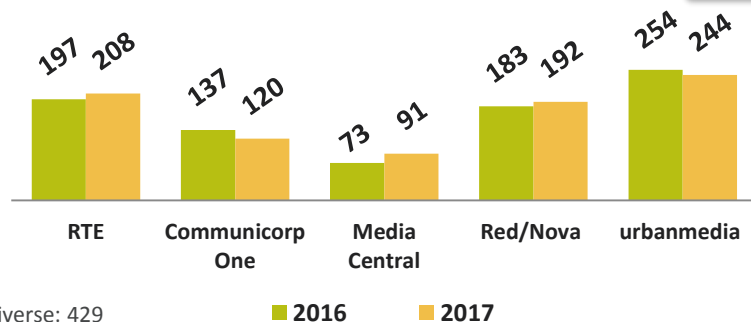
HKWK 000's



All Adults 000's

Sales Houses

HKWK 000's



Universe: 429
Sample: 993

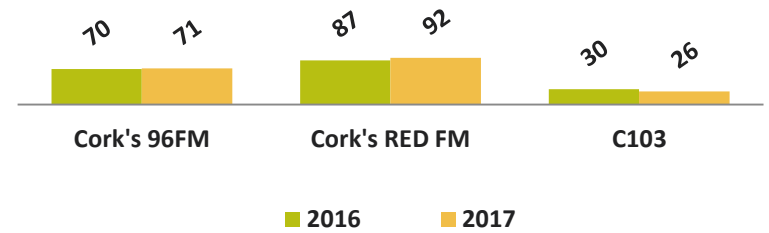
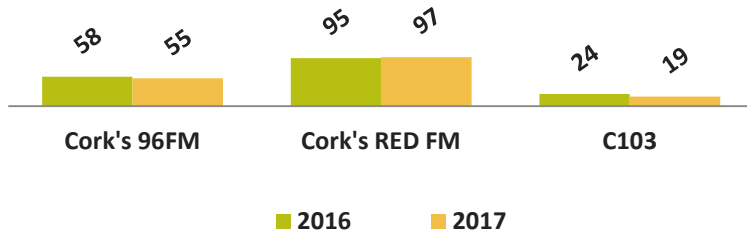
Universe: 127
Sample: 304

Weekly Reach – Cork & Cork Sales Houses

15-34 000's

Cork Stations

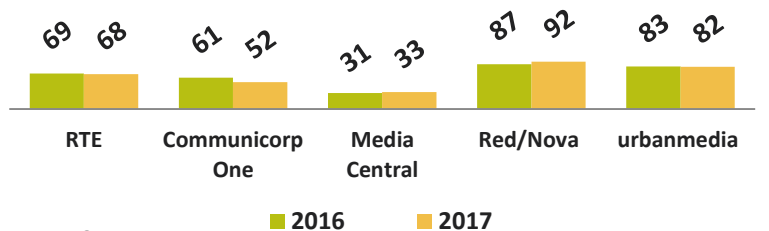
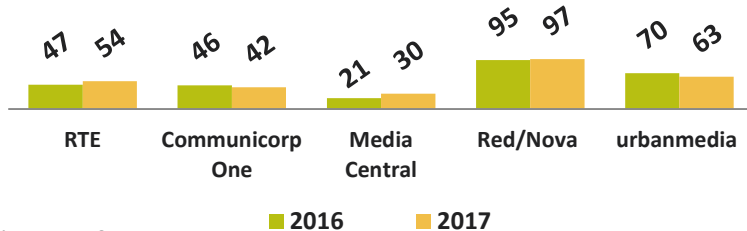
25-44 000's



15-34 000's

Sales Houses

25-44 000's



Universe: 140
Sample: 318

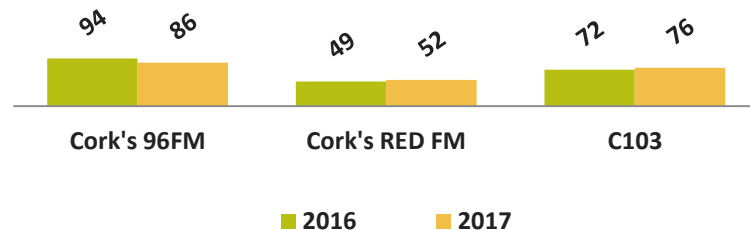
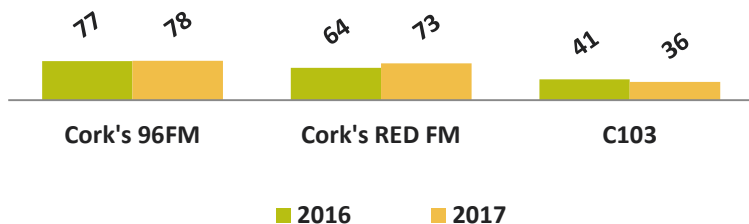
Universe: 158
Sample: 364

Weekly Reach – Cork & Cork Sales Houses

35-54 000's

Cork Stations

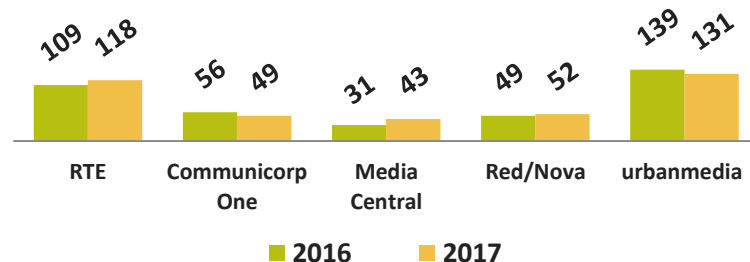
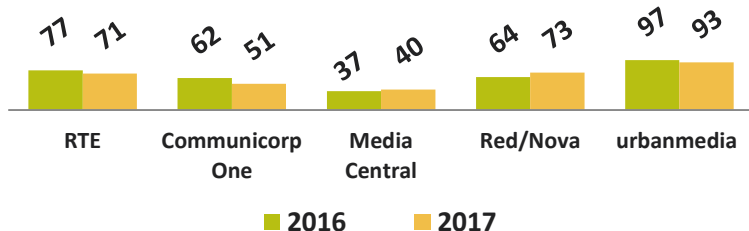
45+ 000's



35-54 000's

Sales Houses

45+ 000's

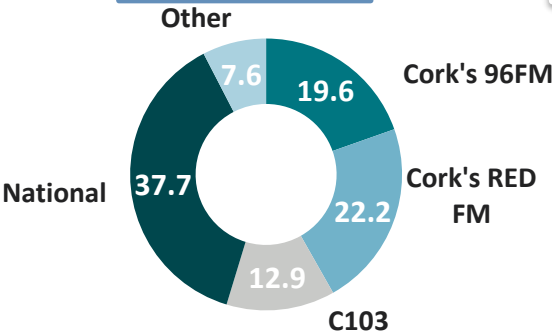


Universe: 157
Sample: 353

Universe: 204
Sample: 479

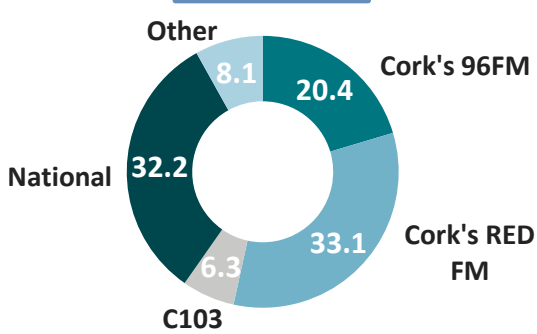
PT Market Share Cork & Sales Houses

All Adults %

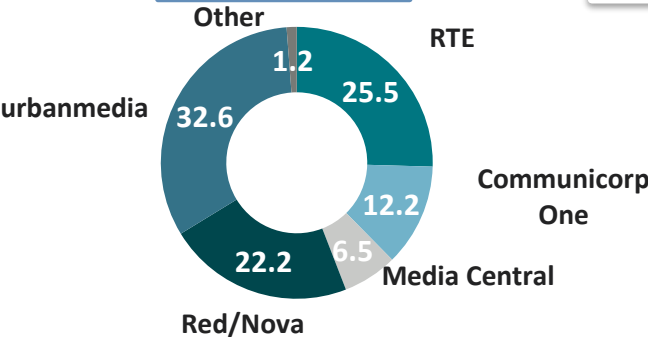


Cork Stations

HKWK %

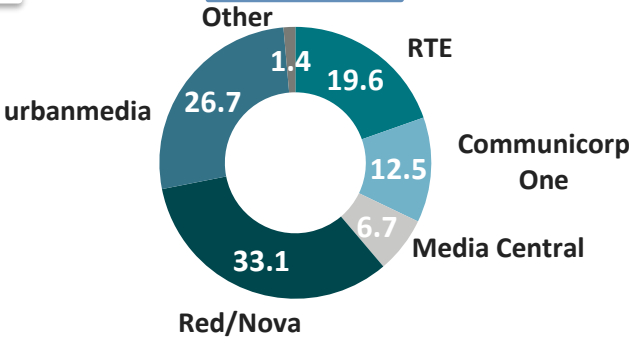


All Adults %



Sales Houses

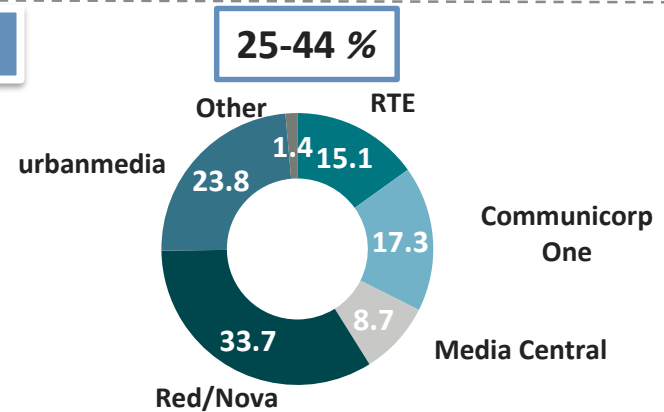
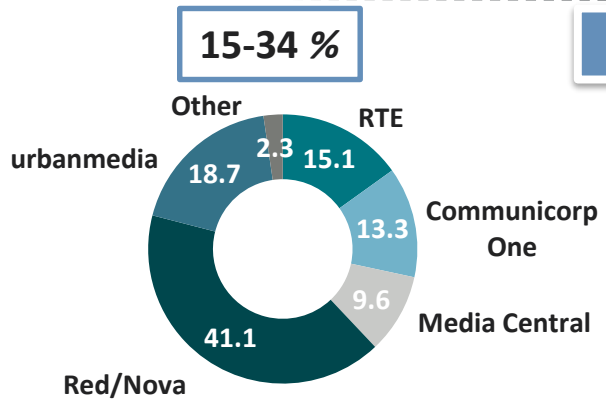
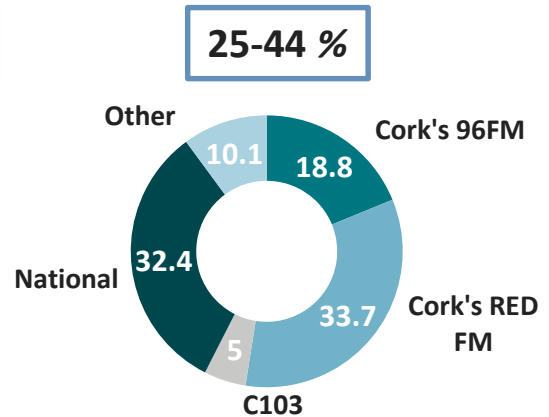
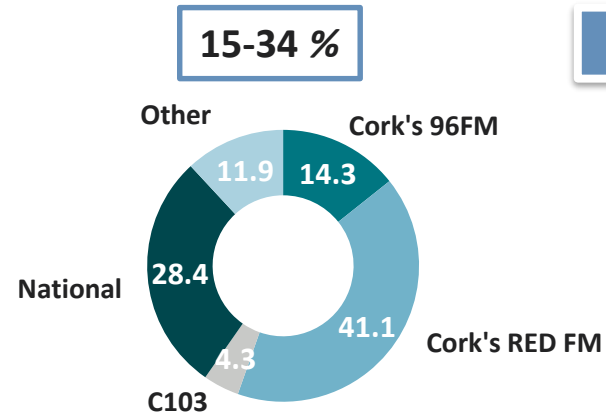
HKWK %



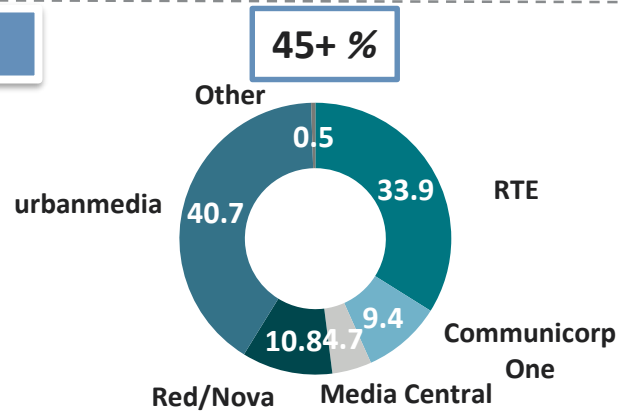
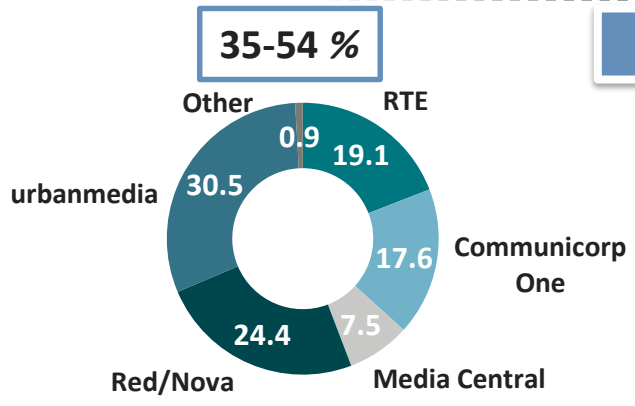
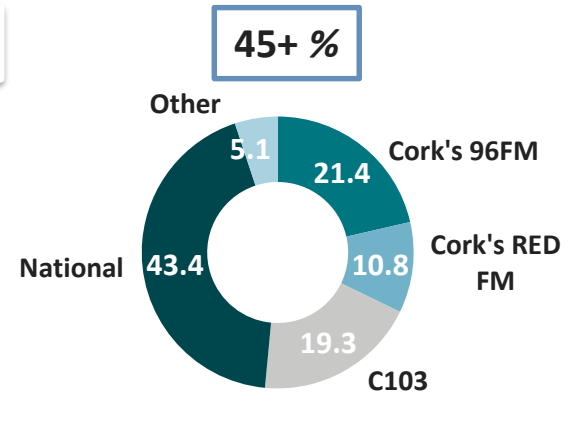
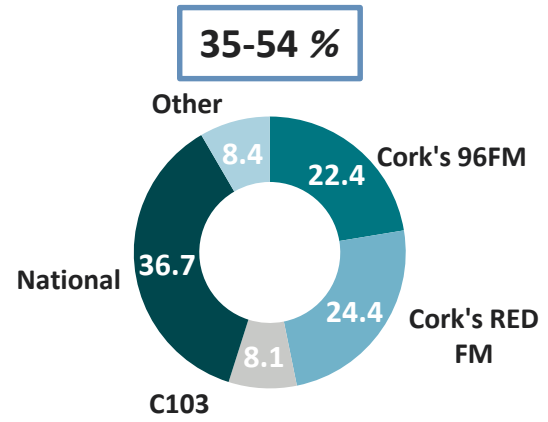
Sample: 799

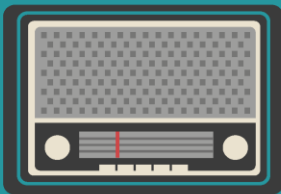
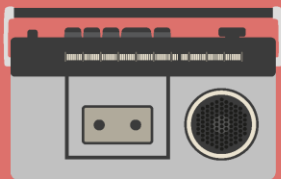
Sample: 253

PT Market Share Cork & Sales Houses



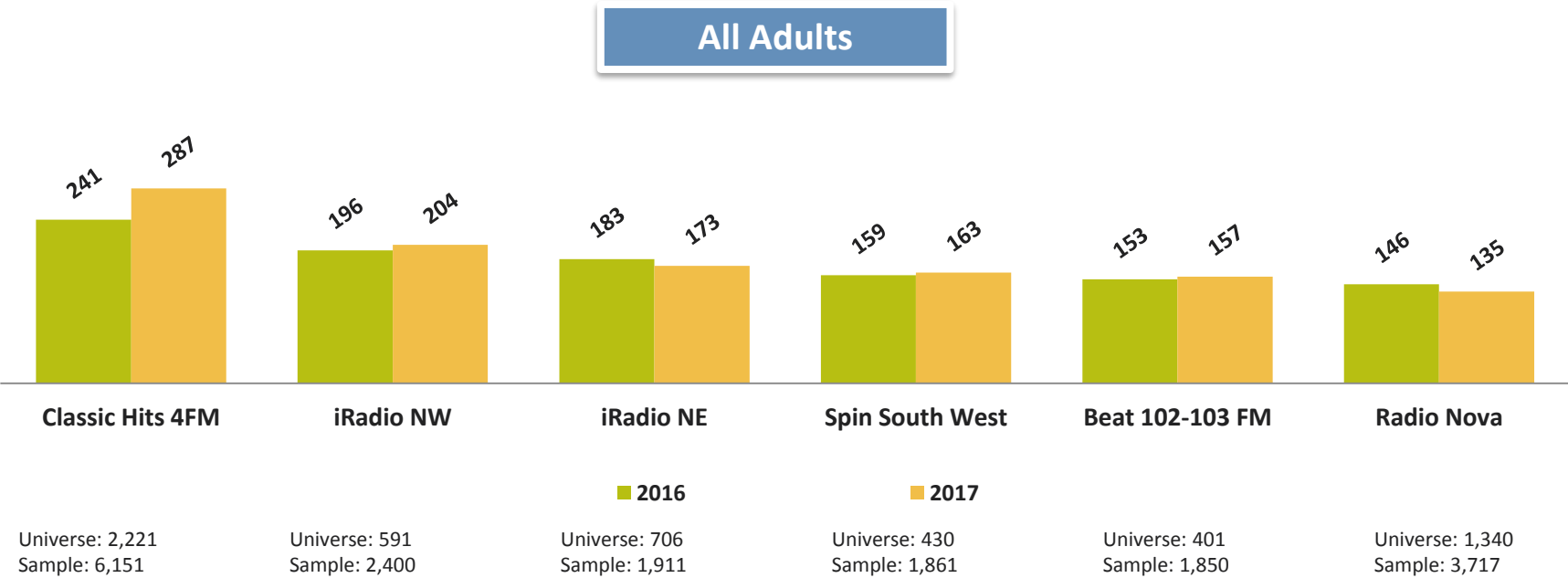
PT Market Share Cork & Sales Houses





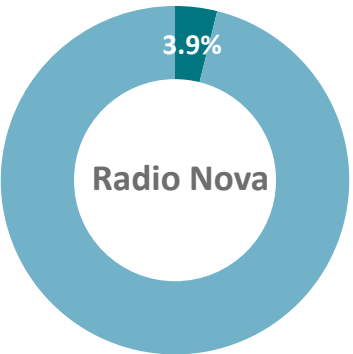
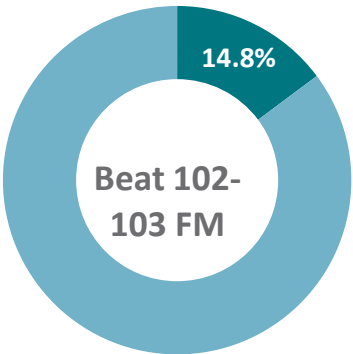
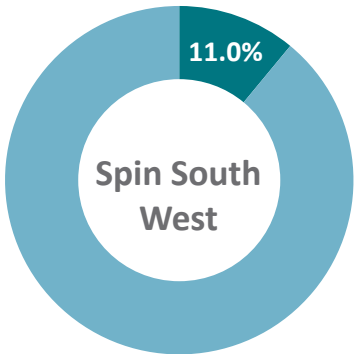
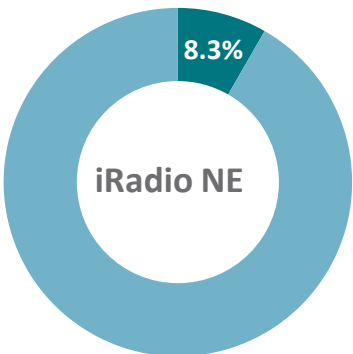
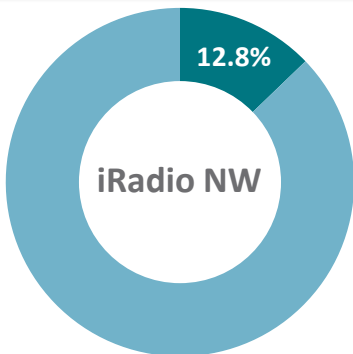
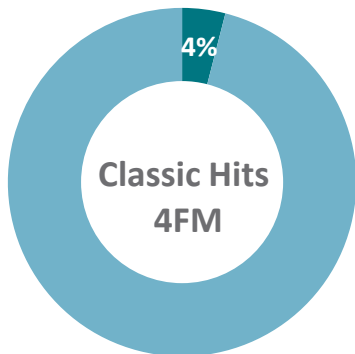
REGIONAL

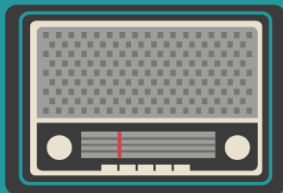
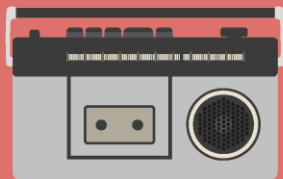
Weekly Reach – Regional



PT Market Share Regional – 2017-1

All Adults

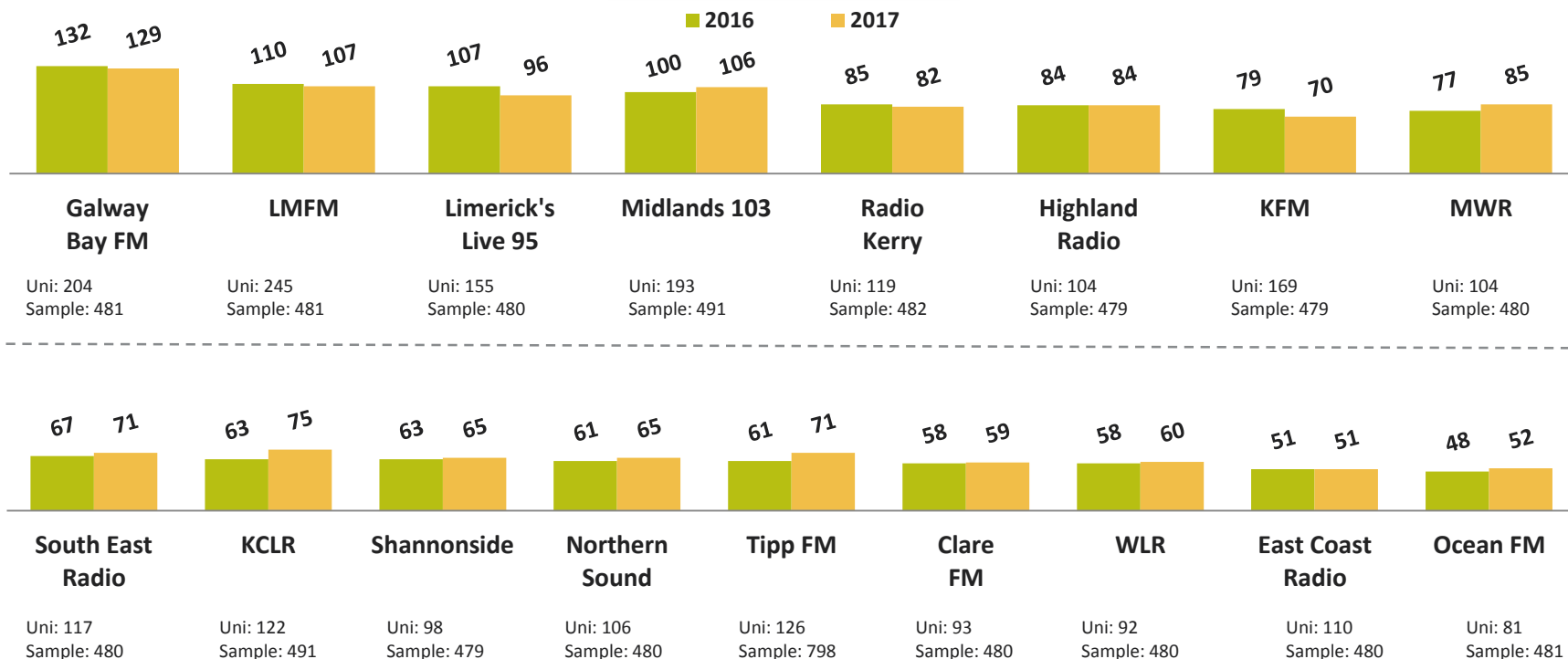




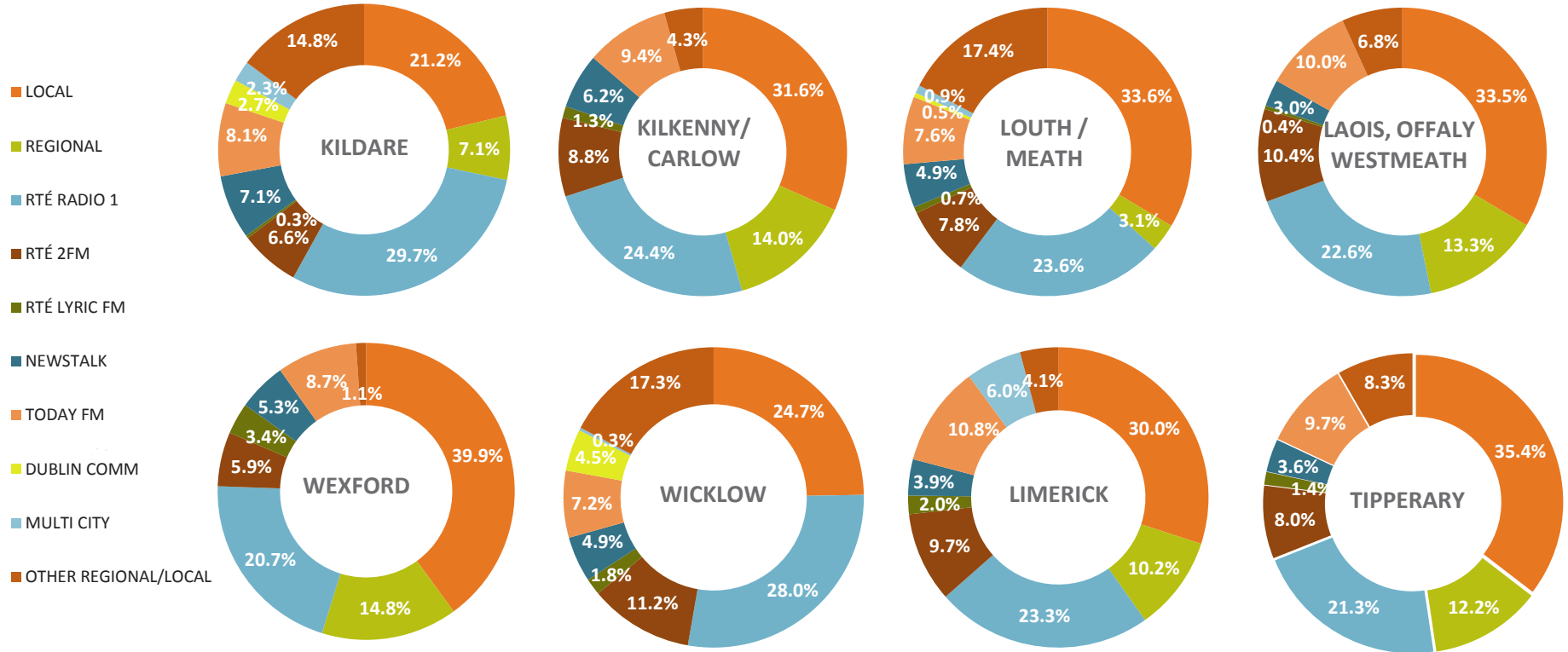
LOCAL AREA

Weekly Reach – Local Areas

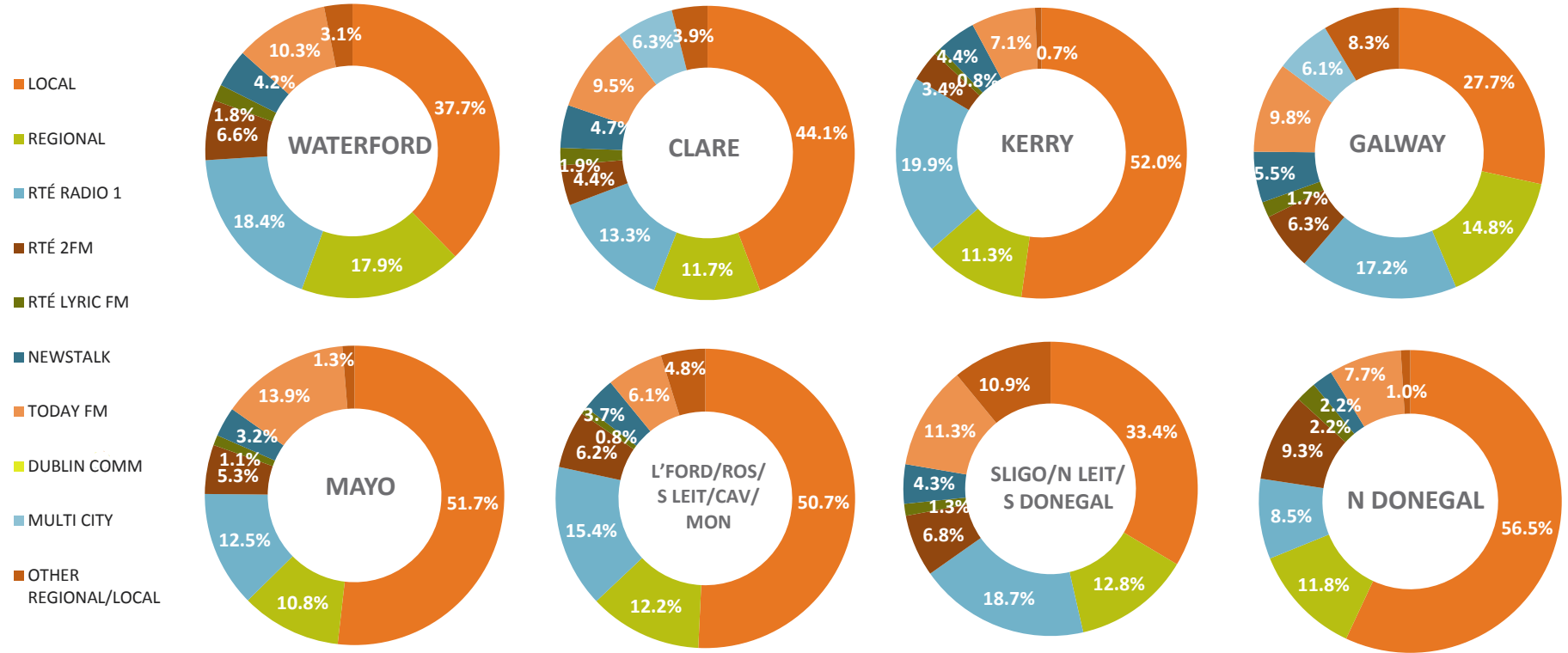
All Adults



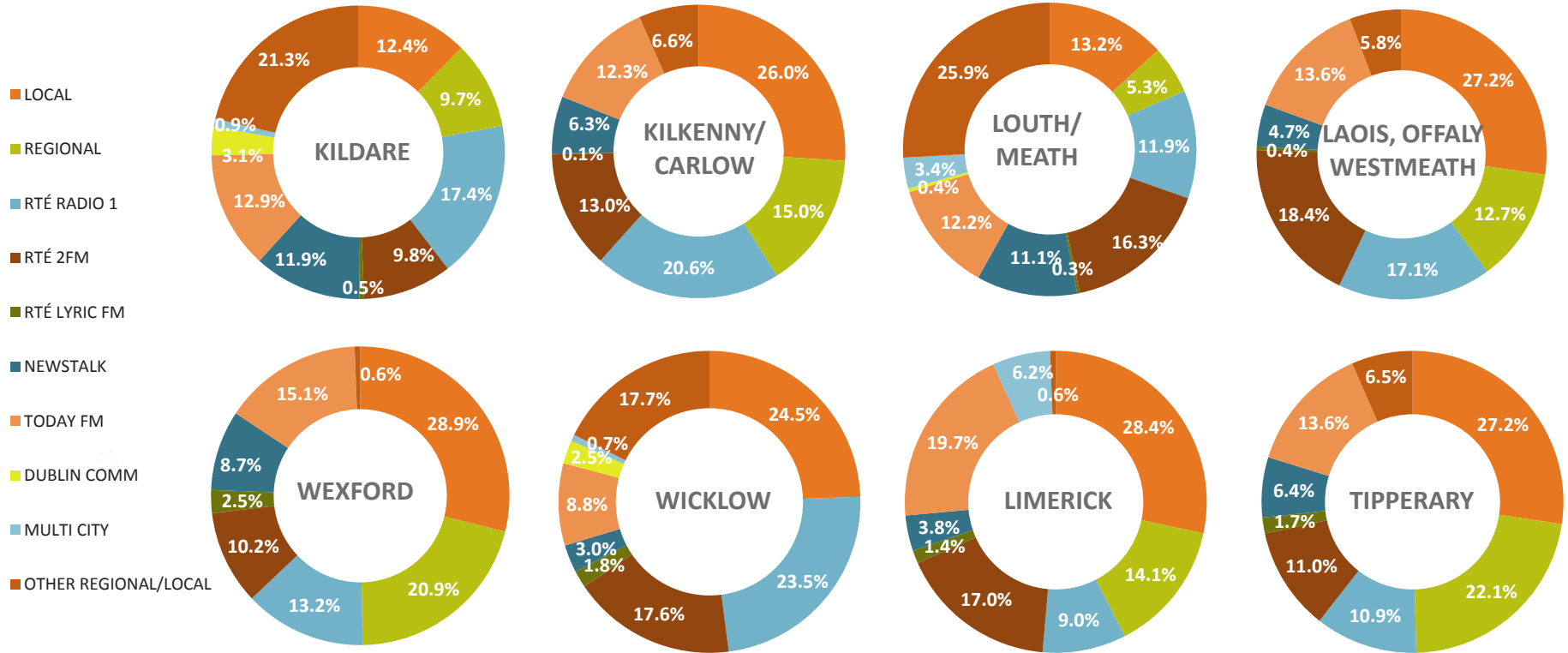
PT Share Local Areas - All Adults



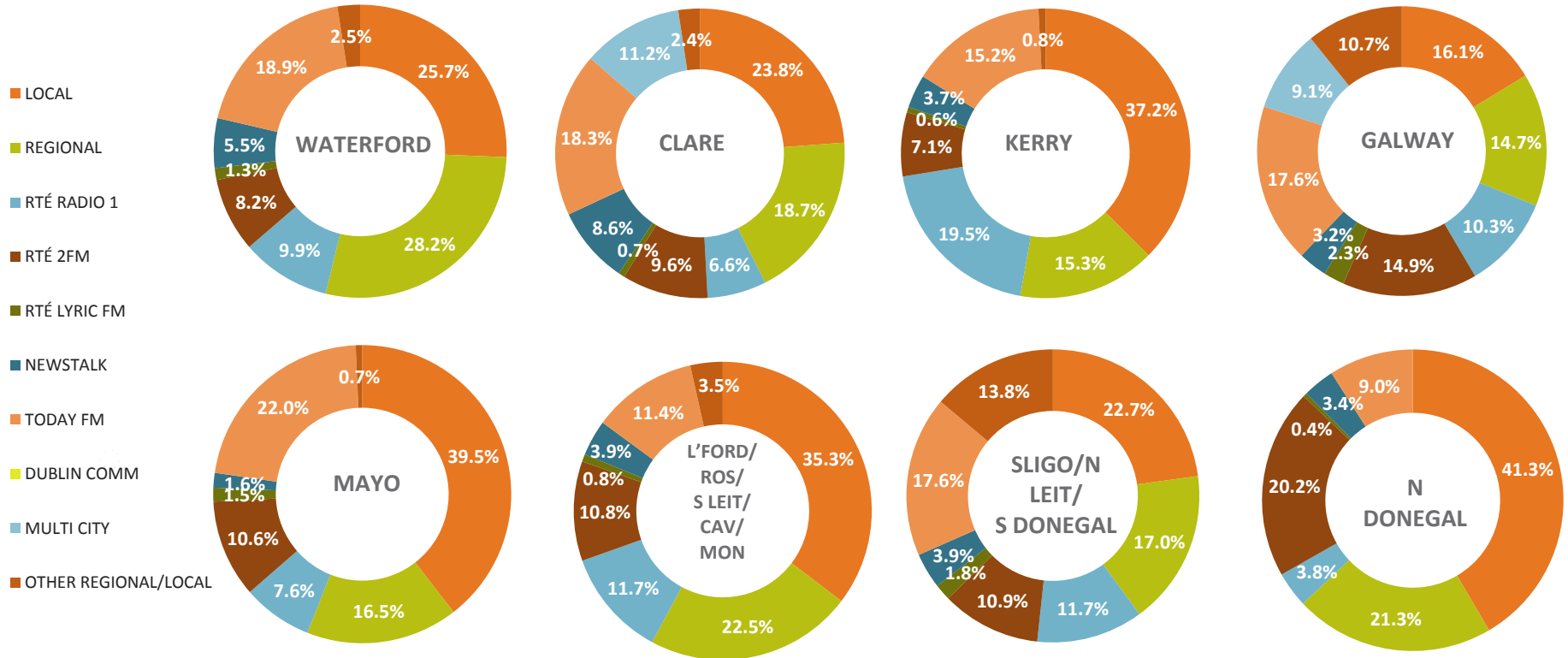
PT Share Local Areas - All Adults

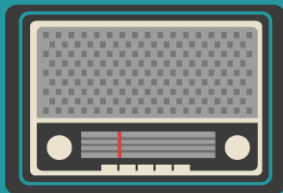
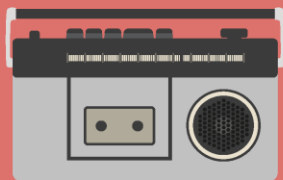


PT Share Local Areas - Housekeepers & Children



PT Share Local Areas - Housekeepers & Children

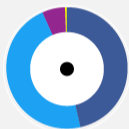




RADIO & SOCIAL MEDIA



**RADIO IS THE ORIGINAL SOCIAL MEDIA.
IRISH RADIO HAS OVER 7.7 MILLION
CONNECTIONS.**



ALL RTE

f	337,826
t	341,272
i	44,328
s	3,000



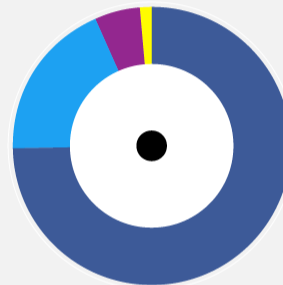
COMMUNICORP ONE

f	462,195
t	405,000
i	19,700
s	6,000



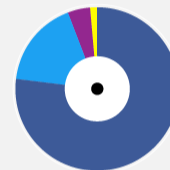
IRS+

f	624,119
t	216,936
i	8,194
s	1,010



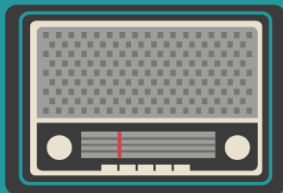
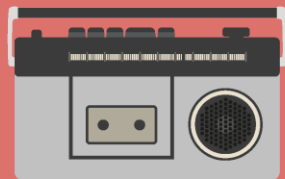
MEDIA CENTRAL

f	2,858,744
t	715,767
i	206,081
s	42,500



URBAN MEDIA

f	1,016,709
t	224,000
i	60,782
s	16,000



APPENDIX

Sales House Composition

RTE

- RTE Radio 1, RTE 2FM and RTE Lyric FM

Communicorp One

- Today FM and Newstalk

IRS +

- KFM, KCLR, Midlands Radio 3, South East Radio, East Coast FM, Tipp FM, Clare FM, Radio Kerry, MWR, Shannonside, Northern Sound, Ocean FM, Highland Radio, Sunshine 106.8 and Radio Nova

Media Central

- 98FM, Spin 1038, Spin South West, iRadio North West, iRadio North East, Beat 102-103 and 4FM

urbanmedia

- FM104, Q102, Cork's 96FM, C103, LMFM, Limerick's Live 95FM, Galway Bay FM and WLR FM

Red/Nova

- Red FM in Cork